



# **VIVEK UNIVERSITY**

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## **STANDARD OPERATING PROCEDURE & GUIDELINES FOR STAKEHOLDER'S FEEDBACK MANAGEMENT**

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### **Preamble**

Feedback is the essence of two-way communication between the provider and the receiver. Effective feedback, both positive and negative is important for continuous improvement as it helps in understanding the strengths, weaknesses, opportunities and challenges faced by the organization. It is advantageous to the organization as well as the stakeholders as improvisations made based on the feedback received. Feedback from students, employees, alumni inculcate a sense of ownership about the organization and make them feel valued and responsible. Regular feedback is important across the entire organization in order to remain aligned to goals and is part of continuous learning process for regular improvisations to serve better.

Vivek University in its mission for continuous improvement in all sectors, academic or administrative has entrusted IQAC with the responsibility for arranging feedback responses from all stakeholders of the University on quality related institutional processes.

Mechanism of feedback collection and its analysis plays an important role in improvement of quality enhancement, evaluation and revision of curriculum, teaching – learning procedures, infrastructure and learning resources. Feedback provides the assessment of the strengths, weaknesses, opportunities and threats relevant to quality assurance. Feedback from stake holders like students, teachers, employers, alumni, parents and non-teaching staff on various quality improvement aspects which allows to evaluate problems faced by them along with their valuable suggestions.

This mechanism of feedback collection, analysis provides opportunity for the conduct of revision for improvement in quality measures and allows institution to gain a set of standardized results, which after analysis help us to reflect upon institutional performance.

### **Implementation:**

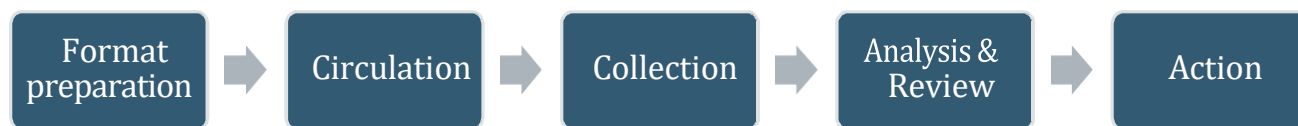
The Internal Quality Assurance Cell (IQAC) of the Vivek University will ensure the implementation of structured feedback mechanism effectively.

### **Feedback Mechanism:**

The Internal Quality Assurance Cell (IQAC) of the Vivek University taking systematic feedback from the important stakeholders such as students, teachers, employers, alumni, parents and non-teaching staff on regular basis and followed by all Deans/HOD of the Schools/Departments of the University.

For uniformity and standardization of procedures, these guidelines shall be applicable to all the schools of Vivek University. Apart from this IQAC mechanism, it is desirable that each Dean of school creates their own internal mechanisms of obtaining feedback from students and faculty members for continuous improvements in their respective school.

The central IQAC feedback mechanism in Vivek University will include the following steps:



#### **Preparation and Validation of Stakeholder's Feedback Forms:**

- The questionnaire of the feedback forms would be prepared by the IQAC in consultation with Vice Chancellor.
- Feedbacks of the following stakeholders would be prepared focusing on areas like curriculum, Satisfaction Survey, Classroom Teaching, Exit Survey and Overall Performance of the University;
  - Students
  - Teachers
  - Alumni
  - Employers
  - Parents
  - Non-teaching Staff
  - Any other (if required)
- The questions thus prepared are compiled and reviewed by the office of Dean IQAC. The questions are modified to increase the clarity of the questions.
- The feedback forms are submitted to the Vice Chancellor for validation and approval.
- The E-forms/ Google forms are integrated to university website for the online feedback process.
- The IQAC shall announce the schedule for collection of feedback from stakeholders.
- All the digital facilities, user manual and technical support will be provided by IT department.
- The feedback forms are sent only to 25% of each stakeholder (Parents, Employers, and Alumni) who are randomly selected.
- 100% of students, teachers and non-teaching staff will fill the feedback forms offline (provided by IQAC) or through their ERP Profile. The link of the feedback form would be reflected as notification on their ERP dashboard during stipulated time.
- Deans/HODs/Other Administrative Offices will ensure the timely submission of all responses from the respective stakeholders of their respective School/Department/Section.
- Students and Teachers need to submit their respective feedback before specified timeframe after due time of timeframe; feedback link will be turn off automatically.
- The IQAC and IT Department will maintain the confidentiality of those people who has been chosen for the feedback as the anonymity of the individual increases the validity of the feedback.

**Filling Process of Stakeholder's Feedback Forms:**

The feedback collection process is distributed as per the following framework:

Stakeholders	Focused areas for Feedback Collection	Implementation
Students	Curriculum	Mid Term/ Semester/ Year
	Classroom Teaching	Mid Term/ Semester/ Year
	Student Satisfaction Survey	Once in a Year from all students
	Overall Institutional Performance	Once i n a Year from all students
Teachers	Curriculum	Mid Term/ Semester/ Year
Alumni	Curriculum	Once in a Year
Parents	Overall Satisfaction Survey	Once in a Year
Employers	Curriculum	Once in a Year
	Overall Perception about the university.	Once in a Year
Non-Teaching Staff	Exit Survey	Once in a Year

**Students' Feedback:**

Feedback about Curriculum:

Students' evaluation of their learning experience in an institution is an integral component for any quality assurance system. This allows the institution to evaluate how its service provision is viewed by its most important group of stakeholders, namely its students.

The feedback about curriculum will collect students input on all aspects of curriculum including the course content, learning resources, learning environment, quality of delivery and assessment. It will also enquire about specific topics in the course content which the student feels should be added or deleted as per the professional scenario. This feedback shall be collected by students of every semester/year in mid of the semester/year as applicable.

The sample format is enclosed as Annexure- I

**Feedback about Quality of Teaching:**

This shall involve feedback about quality of teaching of each faculty member teaching a particular subject. The standard format will be circulated from IQAC to the students through the Deans of the school to understand about the teaching methods used and the learning environment during class room teaching. This shall be collected under the supervision of the Deans. This shall be collected by students of every semester/year about the faculty members teaching in that particular semester/ year.

The sample format is enclosed as Annexure- II

**Feedback about students' satisfaction:**

This will entail feedback about all the infrastructure and facilities in the University. All areas of university dealing with students namely classrooms, library, transportation, hostels, students' section, cafeteria, rest rooms, campus life shall be covered in this particular feedback. This shall be collected once a year by all the students irrespective of their semester/year. However, major emphasis would be on the graduating students of final semester/year/interns to understand their overall impression related to the university during their course of study.

The sample format is enclosed as Annexure- III

#### **Teachers' Feedback about curriculum**

The purpose of this feedback is to obtain the teachers input on the overall educational environment in the University. This feedback will specifically target the inputs of teachers on curriculum design & revision, employability, examination patterns & reforms, teaching methods and overall teaching-learning environment. The feedback from teachers will be collected once during an academic session.

The sample format is enclosed as Annexure- IV

#### **Alumni Feedback**

The purpose of this feedback is to obtain the inputs from the alumni on the quality of course/program at Vivek University. This will also help in assessing the extent of attainment of the programme outcomes. This feedback will be collected from all participating alumni of Vivek University during annual Alumni meet or through e-mail. The format for feedback shall be shared by IQAC to the Alumni coordinators for collection of feedback either manually or electronically. The collected feedback will be submitted by the alumni coordinators to IQAC for analysis and necessary action.

The sample format is enclosed as Annexure- V

#### **Employers' Feedback**

The purpose of this feedback is to obtain the employers input on the quality of the graduates of Vivek University and to assess whether the expectations of recruiters are fulfilled. The student's ability to handle the professional situations and knowledge acquired during their learning can also be assessed. The formats prepared by IQAC shall be submitted to Corporate resource centre (CRC)/Training & Placement cell (TPC) for collection of feedback by the recruiters manually or electronically. The collected feedback about particular programme students shall be submitted to respective Deans for necessary action at their end.

The sample format is enclosed as Annexure- VI.

#### **Parents' Feedback**

Vivek University takes the initiative of organizing Parents-Teachers-Students meet (PTM) regularly to apprise parents and guardians with the academic and professional growth of their ward. Feedback from parents towards institutional delivery of academics including course employability, skill training, practical learning and their overall satisfaction related to the progress of their ward will be collected manually/electronically by the concerned teachers monitored by Deans of respective school.

The sample format is enclosed as Annexure- VII.

#### **Compilation and Submission of Stakeholder's Feedback Analysis Report:**

- Online/ offline submitted feedback forms are analyzed properly by Dean of respective school and forward to IQAC office.
- On the basis of filled feedback forms of all stakeholders, Excel sheet of the responses including suggestions, Overall Analysis of all the stakeholders) will be prepared by all Schools/Departments/ Other Offices to utilize it for enrichment.
- All School/Departments/ Other Offices will submit the Feedback analysis report along with Action Plan to IQAC office.

- At the end of the next session, Action Taken Report based on action plan to be prepared by each School/Department/ Other Office and forward to IQAC for compilation and further necessary action.
- Final compiled report is prepared by respective feedback committee in coordination with IQAC which would be further presented in Academic Council Meeting through IQAC Meeting.
- Under the Chairmanship of Hon'ble Vice Chancellor, the IQAC will present the Action Taken Report in Academic Council along with their remarks and remedial actions to complete the existing gaps.

**Publishing the Annual Stakeholder's Feedback Report:**

- IQAC will publish the approved Annual Stakeholder's Feedback Report with Action taken on website.

**REVISION OF FEEDBACK FORM**

The feedback forms can be revised as per the need of the situation and as per the requirement of the feedback to be obtained. The revisions shall be made by the feedback committee and shall be approved by IQAC.

Dean, IQAC  
Vivek University, Bijnor